

# Business Department

## Faculty

Dr. Gilliam, Chair

Mrs. Brown; Mr. Densford; Dr. Dickey; Mr. Parimore; Mr. Perconti; Mr. L. Quinn; Dr. T. Quinn; Mrs. Rainwater; and Mrs. Wilson

## *Aims of Business*

The Business Department supports and promotes the vision and mission of Florida College by inspiring, challenging, encouraging, and loving the hearts and minds of students to glorify God and pursue excellence through educational and occupational interests and goals in business and related fields of study.

Courses in the business programs prepare students for employment opportunities in business and post-graduate education to develop their potential to lead and serve in every aspect of their lives. Students learn from faculty who integrate professional and academic achievement with Christian values and character to teach real-world application of business principles and concepts across a broad range of industries and organizations. Students are introduced to leaders from the college's diverse alumni network and the community who provide insight to current issues facing business together with practical strategies and tactics to address these issues. Experiential student learning is embedded throughout the business degree programs. The department's goal is to create a learning environment that promotes faith in God, integrity, critical thinking, effective communication, technical skills, and sound business knowledge needed to be successful as leaders and servants of families, organizations, and communities.

## *General Requirements*

### Entrance Requirements

The following minimum requirements must be met for admission to the BS degree programs in Business:

- Admission to Florida College in good academic standing.
- Grade of "C" or better in GEB 1011, MAC 1105 or higher, and STA 2023
- Written application submitted to the Chair of the Business Department
- An interview with the Department Chair
- Assigned to a Business Program Academic Advisor

### Total Semester Hours

Students majoring in Business Administration, Finance, Marketing, or Business Administration with Specialization in Sport Management must complete a minimum total of 121 semester hours of accredited college academic credit.

### General Education Requirements

Complete the equivalent of all Florida College General Education course requirements including: 6 semester hours of English Composition, 6 hours of Humanities, 3 hours of College Algebra or higher, 3 hours of Elementary Statistics, 6 hours of Natural Science with at least one lab science course, 3 hours of General Psychology, 3 hours of Public Speaking, 2 hours of Physical Education.

### Quality of Work

A minimum 2.50 GPA in business courses and 2.25 GPA overall is required for the Bachelor of Science in Business Administration, Finance, Marketing, or Sport Management / Business specialization.

### **Daily Bible Requirement**

All students must take a Biblical Literature course each day that they take classes on the Florida College campus. Campus resident students must take a Bible course each day.

### **Residency**

Students must complete at least 36 hours of upper-level course work at Florida College. The Strategic Management (Capstone) and Marketing Management (Capstone) courses must be completed at Florida College.

### **Major Field Test**

Students must take the Major Field Test (MFT) in the last semester of their senior year. The MFT is given as a part of the Strategic Management (Capstone) course.

### **Graduation Ceremony**

Candidates must participate in graduation exercises in the year of completing their other requirements. Any exception must be cleared with the Registrar.

### **Business Administration Core (21 hours)**

All students majoring in Business Administration, Finance, Marketing, or Business Administration with Specialization in Sport Management must complete the following core courses with a grade of "C" or better:

ACG 2001	Financial Accounting
ACG 2011	Managerial Accounting
CGS 2100	Computer Applications in Business
ECO 2013	Principles of Economics: Macro
ECO 2023	Principles of Economics: Micro
FIN 2100	Personal Finance
GEB 1011	Introduction to Business Administration

### **Business Core (21 hours)**

All students majoring in Business Administration, Finance, Marketing, or Business Administration with Specialization in Sport Management must complete the following core courses with a grade of "C" or better:

FIN 3403	Principles of Finance
GEB 3213	Communication in Business
MAN 3025	Principles of Management
MAN 3600	International Business
MAN 3802	Entrepreneurship & Small Business Management
MAN 4701	Business Ethics and Society
MAR 3023	Principles of Marketing

### **Major Courses (21 hours)**

Students may earn a BS degree in the following majors:

- BS Business Administration
- BS Finance
- BS Marketing
- BS Business Administration w/ Specialization in Sport Management

## Business Administration (BS)

First awarded in 2009

Dr. Gilliam, Program Coordinator

### Science and Mathematics Requirement (13 hours)

Students must demonstrate competency in science and mathematics. This requirement may be satisfied by taking two Natural Science courses including at least one laboratory science, one semester of College Algebra or higher, and one semester of Elementary Statistics earning a grade of “C” or better in each course. Students may satisfy the science requirement with one laboratory science course if they have completed two language courses with a grade of “C” or better in each course.

### Business Administration Major (21 hours)

FIN 3403	Principles of Finance
INP 4004	Industrial/Organizational Psychology
ISM 3004	Management Information Systems
MAN 3301	Human Resource Management
MAN 4129	Organizational Leadership
MAN 4720	Strategic Management (Capstone)
MAN 4940	Business Administration Internship

### RECOMMENDED PLAN FOR BS DEGREE IN BUSINESS ADMINISTRATION (121 HOURS)

Fall – Year One	Hours	Spring – Year One	Hours
ENC 1101 – Freshman Comp. I	3	ENC 1102 – Freshman Comp. II	3
MAC 1105 – College Algebra <i>or higher</i>	3	STA 2023 – Statistics	3
SPC 1608 – Public Speaking	3	PSY 1012 – General Psychology	3
REL 1210 – Hist. & Geog.: OT	2	REL 1240 – Hist. & Geog.: NT	2
REL 1273 – Biblical Worldview	1	REL 1780 – Evidences	1
GEB 1011 – Intro. Bus. Admin	3	CGS 2100 – Computer Apps. in Bus.	3
Physical Education	1	HLP 2081 – Health and Wellness	1
<b>Total</b>	<b>16</b>	<b>Total</b>	<b>16</b>
Fall – Year Two	Hours	Spring – Year Two	Hours
FIN 2100 – Personal Finance	3	REL 2257 – NT Epistles: 1 Cor.	1
REL 2264 – NT Epistles	2	LIT 2371 – OTP	3
REL 2223 – Intro to the Prophets	1	ACG 2011 – Managerial Accounting	3
ACG 2001 – Financial Accounting	3	ECO 2023 – Economics: Micro	3
ECO 2013 – Economics: Macro	3	Natural Science with lab	4
Natural Science with lab	4		
<b>Total</b>	<b>16</b>	<b>Total</b>	<b>14</b>
Fall – Year Three	Hours	Spring – Year Three	Hours
Bible	2	Bible	2
Humanities	3	BUL 3320 – Law and Business I	3
MAN 3025 – Prin. of Management	3	MAN 3802 – Small Business Man.	3
FIN 3403 – Principles of Finance	3	MAN 3301 – Human Resources Man	3
GEB 3213 – Comm. in Business	3	MAR 3023 – Prin. of Marketing	3
ISM 3004 – Management Info Systems	3		
<b>Total</b>	<b>17</b>	<b>Total</b>	<b>14</b>
Fall – Year Four	Hours	Spring – Year Four	Hours
Bible	2	Bible	2
MAN 4129 – Org Leadership	3	MAN 4701 – Business Ethics	3
MAN 3600 – International Business	3	MAN 4720 – Strategic Management	3
MAN 4701 – Business Ethics	3	INP 4004 – I/O Psychology	3
MAN 4940 – Bus. Admin. Internship	3	Elective	3
Elective	14	<b>Total</b>	<b>14</b>

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**Total**

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**Finance (BS)**Dr. Gilliam, *Program Coordinator***Science and Mathematics Requirement (13 hours)**

Students must demonstrate competency in science and mathematics. This requirement may be satisfied by taking two Natural Science courses including at least one laboratory science, one semester of College Algebra or higher, and one semester of Elementary Statistics earning a grade of “C” or better in each course. Students may satisfy the science requirement with one laboratory science course if they have completed two language courses with a grade of “C” or better in each course.

**Finance Major Courses (21 hours)**

BUL 3320	Business Law I
FIN 4443	Financial Policies and Strategies
FIN 4453	Financial Modeling and Analytics
FIN 4504	Principles of Investment
FIN 4xxx	Real Estate Finance
FIN 4940	Finance Internship
MAN 4720	Strategic Management (Capstone)

**RECOMMENDED PLAN FOR BS DEGREE IN FINANCE (123 HOURS)**

<b>Fall - Year One</b>	<b>Hours</b>	<b>Spring - Year One</b>	<b>Hours</b>
ENC 1101 - Freshman Comp. I	3	ENC 1102 - Freshman Comp. II	3
MAC 1105 - College Algebra <i>or higher</i>	3	STA 2023 - Statistics	3
SPC 1608 - Public Speaking	3	PSY 1012 - General Psychology	3
REL 1210 - History & Geography: OT	2	REL 1240 - History & Geography: NT	2
GEB 1011 - Intro to Bus Admin	3	REL 1780 - Evidences	1
REL 1273 - Biblical Worldview	1	CGS 2100 - Computer Apps in Bus	3
Physical Education	1	HLP 2081 - Health and Wellness	1
<b>Total</b>	<b>16</b>	<b>Total</b>	<b>16</b>
<b>Fall - Year Two</b>	<b>Hours</b>	<b>Spring - Year Two</b>	<b>Hours</b>
REL 2xxx - Biblical Literature	2	REL 2xxx - Biblical Literature	1
REL 2xxx - Biblical Literature	1	LIT 2371 - OT Poetry & Wisdom	3
ACG 2001 - Financial Accounting	3	ACG 2011 - Managerial Accounting	3
ECO 2013 - Economics: Macro	3	ECO 2023 - Economics: Micro	3
Natural Science with Lab	4	Natural Science	3
FIN 2100 - Personal Finance	3	MAR 3025 - Principles of Management	3
<b>Total</b>	<b>16</b>	<b>Total</b>	<b>16</b>
<b>Fall - Year Three</b>	<b>Hours</b>	<b>Spring - Year Three</b>	<b>Hours</b>
REL 3xxx - Biblical Literature	2	REL 3xxx - Biblical Literature	2
GEB 3213 - Communication in Business	3	BUL 3320 - Business Law I	3
FIN 4504 - Principles of Investment	3	FIN 4443 - Fin. Policies & Strategies	3
MAR 3023 - Principles of Marketing	3	FIN 4xxx - Real Estate Investment	3
FIN 3403 - Principles of Finance	3	Elective	3
Humanities	3		
<b>Total</b>	<b>17</b>	<b>Total</b>	<b>14</b>
<b>Fall - Year Four</b>	<b>Hours</b>	<b>Spring - Year Four</b>	<b>Hours</b>
REL 4xxx - Biblical Literature	2	REL 4xxx - Biblical Literature	2
MAN 3600 - International Business	3	MAN 3802 - Entrep. & Small Bus. Mgt	3
MAN 4701 - Business Ethics	3	MAN 4720 - Strategic Management	3
FIN 4453 - Fin. Modeling & Analysis	3	Elective	3
FIN 4940 - Marketing Internship	3	Elective	3
<b>Total</b>	<b>14</b>	<b>Total</b>	<b>14</b>

# Marketing (BS)

Dr. Gilliam, Program Coordinator

## Science and Mathematics Requirement (13 hours)

Students must demonstrate competency in science and mathematics. This requirement may be satisfied by taking two Natural Science courses including at least one laboratory science, one semester of College Algebra or higher, and one semester of Elementary Statistics earning a grade of “C” or better in each course. Students may satisfy the science requirement with one laboratory science course if they have completed two language courses with a grade of “C” or better in each course.

## Marketing Major Courses (21 hours)

- MAR 3323 Promotional Strategies
- MAR 3503 Consumer Behavior
- MAR 4480 Marketing Strategy
- MAR 4613 Marketing Research
- MAR 4721 Digital Marketing
- MAR 4804 Marketing Management (Capstone)
- MAR 4940 Marketing Internship

## RECOMMENDED PLAN FOR BS DEGREE IN MARKETING (122 HOURS)

Fall – Year One		Hours	Spring – Year One		Hours
ENC 1101 – Freshman Comp. I		3	ENC 1102 – Freshman Comp. II		3
MAC 1105 – College Algebra <i>or higher</i>		3	STA 2023 – Statistics		3
SPC 1608 – Public Speaking		3	PSY 1012 – General Psychology		3
REL 1210 – History & Geography: OT		2	REL 1240 – History & Geography: NT		2
GEB 1011 – Intro to Bus Admin		3	REL 1780 – Evidences		1
REL 1273 –Biblical Worldview		1	CGS 2100 – Computer Apps in Bus		3
Physical Education		1	HLP 2081 – Health and Wellness		1
<b>Total</b>		<b>16</b>	<b>Total</b>		<b>16</b>
Fall – Year Two		Hours	Spring – Year Two		Hours
REL 2xxx – Biblical Literature		2	REL 2xxx – Biblical Literature		1
REL 2xxx – Biblical Literature		1	LIT 2371 – OT Poetry & Wisdom		3
ACG 2001 – Financial Accounting		3	ACG 2011 – Managerial Accounting		3
ECO 2013 – Economics: Macro		3	ECO 2023 – Economics: Micro		3
Natural Science with Lab		4	Natural Science		3
MAN 3025 – Principles of Management		3	MAR 3023 – Principles of Marketing		3
<b>Total</b>		<b>16</b>	<b>Total</b>		<b>16</b>
Fall – Year Three		Hours	Spring – Year Three		Hours
REL 3xxx – Biblical Literature		2	REL 3xxx – Biblical Literature		2
GEB 3213 – Communication in Business		3	FIN 2100 – Personal Finance		3
MAR 4721 - Digital Marketing		3	MAN 3802 – Entr & Small Bus Mgt		3
MAR 4480 - Marketing Strategy		3	MAR 3323 – Promotional Strategies		3
FIN 3403 – Principles of Finance		3	MAR 3503 – Consumer Behavior		3
Humanities		3			
<b>Total</b>		<b>17</b>	<b>Total</b>		<b>14</b>
Fall – Year Four		Hours	Spring – Year Four		Hours
REL 4xxx – Biblical Literature		2	REL 4xxx – Biblical Literature		2
MAN 3600 – International Business		3	MAR 4804 – Mktg Mgt (Capstone)		3
MAN 4701 – Business Ethics		3	Elective		3
MAR 4613 – Marketing Research		3	Elective		3
MAR 4940 – Marketing Internship		3	Elective		3
<b>Total</b>		<b>14</b>	<b>Total</b>		<b>14</b>

# *Business Administration with a Specialization in Sport Management (BS)*

*First awarded in 2014*

Dr. Gilliam, *Program Coordinator*

## **Science and Mathematics Requirement (13 Hours)**

Students must demonstrate competency in science and mathematics. This requirement may be satisfied by taking two Natural Science courses including at least one laboratory science, one semester of College Algebra or higher, and one semester of Elementary Statistics earning a grade of “C” or better in each course. Students may satisfy the science requirement with one laboratory science course if they have completed two language courses with a grade of “C” or better in each course.

## **Sport Management Specialization (21 hours)**

- MAN 4720 Strategic Management (Capstone)
- MAN 4940 Business Administration Internship
- PET 3251 Sports in American Society (offered alternating even Spring semesters)
- PSY 4832 Sports Psychology (offered alternating even Summer sessions)
- SPM 3004 Introduction to Sport Management
- SPM 4104 Facility and Event Management (offered alternating even Fall semesters)
- SPM 4154 Organization and Administration of Sports (offered alternating odd Spring semesters)

**RECOMMENDED PLAN / BS DEGREE IN BUS. ADMINISTRATION/Sport Management (125 Hours)**

<b>Fall - Year One</b>	<b>Hours</b>	<b>Spring - Year One</b>	<b>Hours</b>
ENC 1101 - Freshman Comp. I	3	ENC 1102 - Freshman Comp. II	3
MAC 1105 - College Algebra <i>or higher</i>	3	STA 2023 - Statistics	3
SPC 1608 - Public Speaking	3	PSY 1012 - General Psychology	3
REL 1210 - Hist. & Geog. OT	2	REL 1240 - Hist. & Geog. NT	2
GEB 1011 - Intro to Business Admin	3	REL 1780 - Evidences	1
REL 1273 -Biblical Worldview	1	CGS 2100 - Computer Apps in Business	3
Physical Education	1	HLP 2081 - Health and Wellness	1
<b>Total</b>	<b>16</b>	<b>Total</b>	<b>16</b>
<b>Fall - Year Two</b>	<b>Hours</b>	<b>Spring - Year Two</b>	<b>Hours</b>
FIN 2100 - Personal Finance	3	REL 2xxx - Biblical Literature	1
REL 2xxx - Biblical Literature	2	LIT 2371 - OT Poetry & Wisdom	3
REL 2xxx- Biblical Literature	1	ACG 2011 - Managerial Accounting	3
ACG 2001 - Financial Accounting	3	ECO 2023 - Economics: Micro	3
ECO 2013 - Economics: Macro	3	Natural Science with Lab	4
Natural Science	3		
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>14</b>
<b>Summer - Even years only</b>	<b>Hours</b>		
PSY 4832 - Sports Psychology	3		
<b>Total</b>	<b>3</b>		
<b>Fall - Year Three (even)</b>	<b>Hours</b>	<b>Spring - Year Three (odd)</b>	<b>Hours</b>
REL 3xxx - Biblical Literature	2	REL 3xxx - Biblical Literature	2
FIN 3403 - Principles of Finance	3	BUL 3320 - Law and Business I	3
MAN 3025 - Principles of Management	3	GEB 3213 - Comm in Business	3
SPM 3004 - Intro to Sport Management	3	Humanities	3
SPM 4104 - Facility & Event Management	3	MAR 3023 - Principles of Marketing	3
MAN 3600 - International Business	3		
<b>Total</b>	<b>17</b>	<b>Total</b>	<b>14</b>
<b>Fall - Year Four (odd)</b>	<b>Hours</b>	<b>Spring - Year Four (even)</b>	<b>Hours</b>
REL 4xxx - Biblical Literature	2	REL 4xxx - Biblical Literature	2
MAN 4701 - Business Ethics	3	MAN 3802 - Entrep & Small Bus Mgt	3
ISM 3004 - Management Info Systems	3	MAN 4720 - Strategic Management	3
SPM 4154 - Org. & Admin. of Sports	3	PET 3251 - Sports in American Society	3
MAN 4940 - Business Admin. Internship	3	Elective	3
<b>Total</b>	<b>14</b>	<b>Total</b>	<b>14</b>
<b>Fall - Year Three (odd)</b>	<b>Hours</b>	<b>Spring - Year Three (even)</b>	<b>Hours</b>
REL 3xxx - Biblical Literature	2	REL 3xxx - Biblical Literature	2
MAN 3600 International Business	3	Humanities	3
FIN 3403 - Principles of Finance	3	GEB 3213 - Comm in Business	3
MAN 3025 - Principles of Management	3	PET 3251 - Sports in American Soc.	3
SPM 3004 - Intro. to Sport Mgt.	3	MAR 3023 - Principles of Marketing	3
SPM 4154 - Org. & Admin. of Sports	3		
<b>Total</b>	<b>17</b>	<b>Total</b>	<b>14</b>
<b>Summer - Even years</b>	<b>Hours</b>		
PSY 4832 - Sports Psychology	3		
<b>Total</b>	<b>3</b>		
<b>Fall - Year Four (even)</b>	<b>Hours</b>	<b>Spring - Year Four (odd)</b>	<b>Hours</b>
REL 4xxx - Biblical Literature	2	REL 4xxx - Biblical Literature	2
MAN 4701 - Business Ethics	3	BUL 3320 - Law and Business I	3
ISM 3004 - Mgt. Information Systems	3	MAN 3802 - Entrep & Sm Bus Mgt	3
SPM 4104 - Facility & Event Manage.	3	MAN 4720 - Strategic Management	3
MAN 4940 - Bus. Admin. Internship	3	Elective	3
<b>Total</b>	<b>14</b>	<b>Total</b>	<b>14</b>